

FEB 13 1925

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✓ THE GIRL OF GOLD ✓
✓ Photoplay in 6 reels ✓

✓ Based on the novel by Cleveland Moffatt and Anna Chapin ✓✓

Directed by John Ince

Author of the photoplay (under section 62)
Regal Pictures, Inc. of U.S. ✓

"THE GIRL OF GOLD"

PRODUCERS DISTRIBUTING CORPORATION 469 FIFT

FLORENCE VIDOR, MORE APPEALING STARS IN SENSATIONAL SITUATIONS, UNUSUAL SITUATIONS,

HOW FLORENCE VIDOR ATTAINED SUCCESS

In Spite of Beauty, Lovely Player
Had Hard Struggle To
Reach Stardom

IS NOW FANS' FAVORITE

"The Girl of Gold", Latest Film,
Presents Her In Most
Appealing Role

"The toast of Hollywood", "the embodiment of all that makes for lovely womanhood"—by such epithets does the film colony and the moving picture public throughout the world know Florence Vidor and cherish her in their hearts. For she has gained a place that no other player can fill. She has gained it not through her beauty alone, nor through her artistry, but through something added to both of these—a certain charm that like a flame, tempers both and makes a personality that is above all things, individual.

Yet, in spite of this individuality, in spite of her beauty and talent, success did not come easy to Florence Vidor. She has worked hard to earn the popularity and esteem which the public now showers upon her.

Her beauty was admitted early. In Houston, Texas, where she was born and educated, she was considered the most beautiful girl in town.

When King Vidor, a young, struggling director came to Houston in search of beauty to adorn his next picture, he met Florence, fell in love with her, won her, and together they came to Hollywood determined to make their way to success in the world of motion pictures.

The way was very hard at first. King directed and Florence acted, wherever the opportunity presented itself. Later they organized a company to make their own productions, but it was a failure.

Miss Vidor was always recognized as a most beautiful woman, but in spite of this she found the road to

success very hard. However, she slowly but surely built up her name, until motion picture-goers commenced to look for it. Then she decided to retire and devote her life to her baby and home. Thomas H. Ince, producer, who could read the public mind, and for whom Miss Vidor had made several pictures, realized that though there had been no great dem-



FLORENCE VIDOR in "THE GIRL OF GOLD"
Released by PRODUCERS DISTRIBUTING CORP.

One Col. Star Cut No. 1

demonstration, motion picture fans had entrenched Miss Vidor and all that she symbolizes in their hearts. He induced her to return to the screen.

Then came "Hail the Woman", "Skin Deep", "Alice Adams", "Main Street", "The Marriage Circle", "Barbara Frietchie", "The Mirage", "Christine of the Hungry Heart" and "The Girl of Gold", which comes to the Theatre for a

run next

LOOKING 'EM OVER

Florence Vidor

Born and educated in Houston, Tex. Screen career with Paramount, Robertson-Cole, First National, Associated Exhibitors and Warner Brothers. Recent pictures include "Main Street", "Alice Adams", "Dusk to Dawn", "Hail the Woman", "The Marriage Circle", "Barbara Frietchie" and "The Mirage". Has brown hair and eyes.

Malcolm McGregor

Born in New York and educated at Yale. Pictures include: "All the Brothers Were Valiant", "The Prisoner of Zenda", "Broken Chains", "Can A Woman Love Twice?" and "The House of Youth".

Alan Roscoe

Born in Nashville, Tennessee, and educated at Vanderbilt University. Stage career, 15 years. Pictures include: "Burning Sands", "The Man Who Saw Tomorrow", "Java Head", "The Chorus Lady", "The Mirage", etc. Has brown eyes and black hair.

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Born in New York and educated in convents. Stage career, stock. Pictures include: "The Hole in the Wall", "The Ordeal", "To have and to Hold", "The Voice from the Minaret", etc.

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Born and educated in Santa Barbara, Cal. Pictures include: "The Way With a Maid", "Man of Honor", "The Usurper", etc.

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Director: Born and educated in New York. Had long stage career. Pictures directed include: "Please Get Married", "Old Lady 31", "Hate", "The Love Trap", etc.

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Scenarist: Born in California and educated at Stanford University. Wrote magazine stories previous to screen work. Pictures include: "Gates of Brass", "Smouldering", "Real Folks", "The Sign", etc.

Eve Unsell

Scenarist: Born in Chicago and educated in Columbia, Mo. and Boston, Mass. Early journalistic career. Some stage experience. Screen experience, 11 years. Pictures include: "Shadows", "The Wanters", "Long Live the King", etc.

MALCOLM MCGREGOR HAD RAPID RISE

Florence Vidor's Leading Man In
"The Girl of Gold" In Films

MISS VIDOR'S

"GIRL OF GOLD"

"Screen's Loveliest Woman"
Starred in Adaptation
of Successful Novel

"The Girl of Gold" the successful novel by Cleveland Moffatt and Ar. Chapin which has been filmed by Regal Pictures with Florence Vidor in the starring role, comes to the Theatre for a

run next
This spectacular story of a girl's search for real love and happiness is particularly well suited to screen treatment and Florence Vidor has a role which gives her a splendid opportunity to display her artistry.

Chief among the many thrilling scenes is a society dance staged on the sixteenth level of a gold mine—a great explosion while the hilarity at its height. It is said that nothing like this episode has ever before been filmed.

Malcolm McGregor, who was recently seen in "The House of Youth" opposite Jacqueline Logan and "Idle Tongues" and "The Bedroom Window", has the leading male role.

The supporting cast includes Alan Roscoe, Bessie Eyton, Claire DuBrey and Charles French.

John Ince directed and Kate Corbaley and Eve Unsell adapted the story for the screen.

FLORENCE
"The Girl of Gold"

Adapted by
and Bessie Eyton

MALCOLM MCGREGOR
ALAN ROSCOE

CHARLES FRENCH

REGAL PICTURES, Inc.

presents

FLORENCE VIDOR

in

"THE GIRL OF GOLD"

A John Ince Production

With MALCOLM MCGREGOR, ALAN ROSCOE, BESSIE EYTON,
CLAIRE DUBREY and CHARLES FRENCH

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CORPORATION 469 FIFTH AVENUE, NEW YORK CITY

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Old Mining King
Of "Girl of Gold"

Was Real Person

It is said that the character of Lu-
cius Merrimore in "The Girl of Gold",
now playing at the
Theatre, is a modern characterization
of a famous mining king of California.

Charles French who plays this vi-
rile role for Regal Productions spent
days in reading up the history of this
richest of "forty-niners" as recorded
in various publications. This picture-
esque figure made a huge fortune in
the West out of his gold and silver
mines, and going to New York, made
a place for himself by sheer force of
character, in the innermost circles of
society.

Several situations in the photoplay
bear a remarkable resemblance to his
experiences. "The Girl of Gold" has
for its star, Florence Vidor whose
work in "The Mirage" and "Barbara
Frietchie" give her high honors for
the year.

Left Stage For Films

Charles French, who plays the mil-
lionaire father in "The Girl of Gold",
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Theatre, spent twenty years on the
stage and was one of the very first
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He was also an executive in the first
motion picture producing company.

Among the pictures in which he has
played are "Grumpy", "The World's
Applause", "Abysmal Brute", "Blan-
ky", "Life of Abraham Lincoln."

IN LOVE?—THEN YOU'VE
LOST YOUR SENSE OF HUMOR!

Florence Vidor, Star of "Girl
of Gold", Gives Views on
All-Important Topic

"People in love lose their sense of
humor—absolutely."

That is the contention of Florence
Vidor, lovely star of "The Girl of
Gold", now playing at the
Theatre.

The discussion arose during the
filming of that production, in which
Miss Vidor portrays Helen Merri-
more, an heiress who is profoundly in
love, but fears that the man loves her
money more than herself.

In this particular scene the man
proposes, and the script called for the
girl's retort, "Schuyler Livingstone,
are you asking me to marry you?", to
be made in a light and humorous vein.

Miss Vidor disagreed and expressed
her views as follows:

"Helen has long been in love with
Schuyler, but only dared to dream of
his loving her. And now, when he ac-
tually asks her to marry him, she cer-
tainly wouldn't think it funny!"

"It would be different if she didn't
care for him and had just been play-
ing with him. Then she might tease
him and flirt with him simply to
please her vanity.

"But, in a case like this, when she
has been yearning for this seemingly
improbable thing to happen, she
would be thrilled into seriousness and

joking would be the farthest thought
from her mind.

"It's true, however, in some in-
stances, that the lovers are so intent
on their own affairs that their ex-
treme seriousness provides delicious
humor for outsiders. But it's never
funny to those concerned!"

Miss Vidor is the wife of King
Vidor, well known director. Before
either of them was known to the pub-
lic, King met Florence, persuaded her
to enter the pictures and fell in love
with her.

STARTLING SCENE
IN "GIRL OF GOLD"

Explosion During Dance in Mine
Said to be Most Realistic
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Some of the most thrilling scenes
ever recorded by a camera were
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Girl of Gold", starring Florence
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These scenes were taken in a mine
where an explosion occurs during the
progress of a society dance, given on
the sixteenth level of the mine. The
sequence is truthfully executed in
every detail. Miners were employed
and they used drills, dump carts and
other paraphernalia. The rescue of
the hero and heroine, imprisoned be-
neath the cave-in, is said to be a mas-
terpiece of direction.

Supporting Miss Vidor in "The Girl
of Gold" are Malcolm McGregor,
Alan Roscoe, Claire DuBrey, Bessie
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"The Girl of Gold" is from the
novel by Cleveland Moffatt and Anna
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In this picture Miss Vidor appears
as a blonde for the first time in her
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Florence Vidor
Is "Blonde" In
Latest Picture

Florence Vidor completely changes
her personality in "The Girl of
Gold", which comes to the
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for the first time in her screen career
as a blonde. She is the pampered
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who unsuccessfully tries to break in-

FLORENCE VIDOR

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"The GIRL
of GOLD"

A drama of Wealth
and Blighted Romance

with

MALCOLM MCGREGOR

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**"The Girl of Gold", Latest Film,
Presents Her In Most
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"The toast of Hollywood", "the embodiment of all that makes for lovely womanhood"—by such epithets does the film colony and the moving picture public throughout the world know Florence Vidor and cherish her in their hearts. For she has gained a place that no other player can fill. She has gained it not through her beauty alone, nor through her artistry, but through something added to both of these—a certain charm that like a flame, tempers both and makes a personality that is above all things, individual.

Yet, in spite of this individuality, in spite of her beauty and talent, success did not come easy to Florence Vidor. She has worked hard to earn the popularity and esteem which the public now showers upon her.

Her beauty was admitted early. In Houston, Texas, where she was born and educated, she was considered the most beautiful girl in town.

When King Vidor, a young, struggling director came to Houston in search of beauty to adorn his next picture, he met Florence, fell in love with her, won her, and together they came to Hollywood determined to make their way to success in the world of motion pictures.

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**MALCOLM MCGREGOR
HAD RAPID RISE**

Florence Vidor's Leading Man In
"The Girl of Gold" In Films
Just A Few Years

Only three years before the motion picture camera and a featured leading man playing opposite the biggest stars on the screen! That is the record of Malcolm McGregor, who has the leading male role in "The Girl of Gold", soon to be seen at the Theatre.

He is a native of New York City, a Yale man, and except for his screen work has had no dramatic training whatever. He went directly from College to California where he was unknown, and haunted the motion picture studios until he was accepted as an "extra". A few months at this sort of work and he was singled out for "bits" by directors who saw in him rather unusual promise of things to come.

The name of Malcolm McGregor appeared first on the screen in the cast of "The Prisoner of Zenda" in which he played Fritz Von Tarlenheim.

His work in "The Bedroom Window" with May McAvoy attracted the attention of Thomas H. Ince who engaged him for a role in "Idle Tongues" with Percy Marmont and Doris Kenyon. Following this he played opposite Pauline Frederick in "The Marrying Age" and was signed by Regal Productions for three pictures, "The House of Youth" with Jacqueline Logan, already released; a production as yet unnamed; and "The Girl of Gold" in which he plays his best role, that of a young scion of an ancient family who falls in love with and marries "The Girl of Gold", played by Florence Vidor.

Mr. McGregor is but twenty-six years old.

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**FLORENCE VIDOR
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A drama and Bl

MALCOLM MCGREGOR
AL

CHARLES FRENCH



**A Society
You've Never
You'll See
CRITERION**

REGAL PICTURES, Inc.

presents

FLORENCE VIDOR

in

"THE GIRL OF GOLD"

A John Ince Production

With MALCOLM MCGREGOR, ALAN ROSCOE, BESSIE EYTON,
CLAIRE DUBREY and CHARLES FRENCH

Based on the novel by

CLEVELAND MOFFATT and ANNA CHAPIN

Adapted by KATE CORBALEY and EVE UNSSELL

Directed by JOHN INCE

Released by Producers Distributing Corporation

THE CAST

Helen Merrimore	Florence Vidor
Schuyler Livingstone	Malcolm McGregor
Ned Loring	Alan Roscoe
Ada Tremaine	Bessie Eyton
Edith Loring	Claire DuBrey
Lucius Merrimore	Charles French

THE STORY

Lucius Merrimore, owner of the "Gold Girl" mine, idolizes his daughter Helen, dubbed by the socially elect of New York "The Girl of Gold", but snubbed because she is not one of them.

Helen is weary of being courted for her wealth, so she attends a house party given by Ned and Edith Loring, under an assumed name in the hope of being accepted for herself rather than for her money.

Schuyler Livingstone and his sister Ada have been shorn of their wealth by the manipulations of Merrimore in Wall Street, and have nothing but their fine old name left.

A motor accident brings Schuyler to the attention of Lucius and he decides that this is the man he wants Helen to marry. He agrees to make Ada independent if Schuyler will marry the "Girl of Gold" whom he has never seen. Reluctantly Schuyler consents for Ada's sake.

At the house party he falls in love with "Helen Wheeler", which is the name the Girl of Gold has assumed, and Edith Loring, who secretly loves him, tries to break up the affair by a prearranged meeting with Schuyler at a questionable roadhouse. Ned Loring follows them threatening to kill Schuyler, and Helen, to save him rushes on ahead claiming the dinner appointment as hers to announce their engagement.

Learning that her father had tried to "buy" Schuyler for her, she is heartbroken and refuses to listen to his explanation that he has written Merrimore breaking his engagement with his daughter.

Bitter and disillusioned, Helen flaunts her wealth, living up to her nickname. At a ball given by her on the sixteenth level of the Gold Girl mine, she and Schuyler are caught in a cave-in and it is while rescuers are digging them out that she learns the truth about Schuyler's situation with Edith and her father's bargain. They are rescued by her father just as death seems inevitable.

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The supporting cast includes Alan Roscoe, Bessie Eyton, Claire DuBrey and Charles French.

John Ince directed and Kate Corbaley and Eve Unell adapted the story for the screen.

Charles French who plays the role of Regal Productions spent days in reading up the history of this richest of "forty-niners" as recorded in various publications. This picturesque figure made a huge fortune in the West out of his gold and silver mines, and going to New York, made a place for himself by sheer force of character, in the innermost circles of society.

Several situations in the photoplay bear a remarkable resemblance to his experiences. "The Girl of Gold" has for its star, Florence Vidor whose work in "The Mirage" and "Barbara Frietchie" give her high honors for the year.

Left Stage For Films

Charles French, who plays the millionaire father in "The Girl of Gold", now playing at the

Theatre, spent twenty years on the stage and was one of the very first actors to play for the silver sheet. He was also an executive in the first motion picture producing company.

Among the pictures in which he has played are "Grumpy", "The World's Applause", "Abysmal Brute", "Blanky", "Life of Abraham Lincoln."

"People in love lose their sense of humor—absolutely."

That is the contention of Florence Vidor, lovely star of "The Girl of Gold", now playing at the Theatre.

The discussion arose during the filming of that production, in which Miss Vidor portrays Helen Merriamore, an heiress who is profoundly in love, but fears that the man loves her money more than herself.

In this particular scene the man proposes, and the script called for the girl's retort, "Schuyler Livingstone, are you asking me to marry you?", to be made in a light and humorous vein.

Miss Vidor disagreed and expressed her views as follows:

"Helen has long been in love with Schuyler, but only dared to dream of his loving her. And now, when he actually asks her to marry him, she certainly wouldn't think it funny!

"It would be different if she didn't care for him and had just been playing with him. Then she might tease him and flirt with him simply to please her vanity.

"But, in a case like this, when she has been yearning for this seemingly improbable thing to happen, she would be thrilled into seriousness and

tragic seriousness provides delicious humor for outsiders. But it's never funny to those concerned!"

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STARTLING SCENE IN "GIRL OF GOLD"

Explosion During Dance in Mine
Said to be Most Realistic
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These scenes were taken in a mine where an explosion occurs during the progress of a society dance, given on the sixteenth level of the mine. The sequence is truthfully executed in every detail. Miners were employed and they used drills, dump carts and other paraphernalia. The rescue of the hero and heroine, imprisoned beneath the cave-in, is said to be a masterpiece of direction.

Supporting Miss Vidor in "The Girl of Gold" are Malcolm McGregor, Alan Roscoe, Claire DuBrey, Bessie Eyton and Charles French.

"The Girl of Gold" is from the novel by Cleveland Moffatt and Anna Chapin with the scenario by Kate Corbaley. It was directed by John Ince.

In this picture Miss Vidor appears as a blonde for the first time in her long screen career.

Florence Vidor
Is "Blonde" In
Latest Picture

Florence Vidor completely changes her personality in "The Girl of Gold", which comes to the

theatre for a
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for she appears for the first time in her screen career as a blonde. She is the pampered daughter of a California millionaire who unsuccessfully tries to break in to New York society. The daughter then assumes another name and falls in love with a man who had previously agreed to marry the "Girl of Gold" for a money consideration, before he had seen her. The complications that ensue make a highly dramatic screen story.

One striking episode is staged on the sixteenth level of a gold mine, where a society ball is in progress. When festivities are at their height,

the mine caves in. These scenes were actually staged in an old Nevada gold mine.

The supporting cast includes Malcolm McGregor, Alan Roscoe, Claire DuBrey, Bessie Eyton and Charles French.

Wanted: A Nice
Summer's Day

Two huge stoves worked overtime at the Ince studio during the filming of "The Girl of Gold", Florence Vidor's latest picture now playing at the Theatre. The picture was made in November and even the Los Angeles Chamber of Commerce admits that November evenings in Southern California are snappy.

The picture called for a gay bathing party at a palatial summer home. Director John Ince had ordered "bathing suits that you can crush up in one hand" and the property and wardrobe departments had filled the bill. So all that the young people who disported about the big, airy stage could do, was to try to keep near to the stove while they looked as if they were enjoying the balmy breezes of summer.

FLORENCE VIDOR

in

"The GIRL of GOLD"

A drama of Wealth
and Blighted Romance

with

MALCOLM MCGREGOR

ALAN ROSCOE

and

CHARLES FRENCH



Producers Distributing
CORPORATION

A Society Dance In A Gold Mine!

You've Never Seen That Before But
You'll See It When You Come To The

CRITERION

ALL NEXT WEEK

A Dance Held In A Gold Mine One Of The Most Thrilling

"Girl Of Gold" Has All Styles Of Loveliness

Blonde, brunette or titian-haired beauty—whichever your penchant, you may find it in "The Girl of Gold," starring Florence Vidor, the picture which is now being shown at the Theatre.

Miss Vidor is a brunette "au naturel" but wears a blonde wig in this, her newest role, to carry out the title suggestion. It is of the latest flapper construction.

Bessie Eyton is the titian haired beauty whose locks are the envy of every female part on the studio lot. Miss Eyton never bobbed her hair. Not because she doesn't approve of this method of wearing it, but because she has never found anyone willing to lend his moral support to the relinquishment of her crowning glory.

Claire Du Brey's raven tresses are of the blue black shade that every man admires and all women envy. It is bobbed, or rather, shingled, but so cleverly is it waved and combed that in the society role to which she lends her vivid personality in "The Girl of Gold" there is an impression of a coiffure such as only an expert hair dresser could procure.

The opportunity given these three actresses to "play up" their varied types is rather unusual. Bathing, riding and dancing parties provide a scope for individuality in dress that has a strong appeal to both the masculine and feminine fans who are crowding to the Theatre where "The Girl of Gold" is playing.

"Girl of Gold" Terminates Run

"The Girl of Gold", starring Florence Vidor terminates a successful run at the Theatre to-night.

This is a sensational photoplay of society life with many unusual situations and spectacular scenes, one of which is a society ball staged on the sixteenth level of a gold mine.

Malcolm McGregor has the leading masculine role opposite Miss Vidor. The supporting cast includes Alan Roscoe, Claire DuBrey, Bessie Eyton and Charles French.

"The Girl of Gold" is from a story by Cleveland Moffatt and Anna Chapin. John Ince directed. Kate Corbaley and Eve Unsell wrote the continuity.

Free-Ticket Stunt

It would be a good stunt to advertise that every girl with golden hair will be admitted free during the run of the picture.

You might work the well-known "subway stunt" on this and have someone ride in the subways during certain hours or walk on a certain street at a certain time and present a pair of tickets to every girl with golden hair.

Here's A Knockout For The Local Newspapers



Scene from "THE GIRL OF GOLD"
Released by PRODUCERS DISTRIBUTING CORP
One Col. Productin Cut No. 3

(An Advance Reader For Your Program—
To Whet Their Appetite for the Picture)

FLORENCE VIDOR

in

"THE GIRL OF GOLD"

A Sensational Story of Society

It was the most novel dance that society had ever attended—a ball given by "The Girl of Gold" on the sixteenth level of a gold mine! At last something new had been found to delight the jaded, pleasure-mad social set. Hilarity was at its height when suddenly—crash—a cave-in!

Screams, frantic fear, confusion, but finally safety for all except "The Girl of Gold" and the man she had lost faith in. They were cornered, pinned in. Escape seemed impossible.

And there, as the flickering flame of the candle died and Death stared them in the face, he told her, and The Girl of Gold believed!

See this great drama of a girl's struggle for true happiness—a striking conflict of human emotions!

You have
entralling
Don't Miss

With Geor
Clothes, Bea
all the money
spend, she w
most unhappy
word



Don't

Now Play

A Director With
A Golden Voice

John Ince is one director who uses no megaphone. He doesn't need one. John has a stentorian voice that is reminiscent of Sir Henry Irving.

Some years ago, this eldest of a now famous trio of brothers was prominent actor on the Broadway stage. Then he entered the picture.

Now Playing
FLORENCE
VIDOR
in

INTERESTING SHORTS THAT EDITORS LIKE

(For Current Use)

Bessie Eyton, as Ada Tremaine in
"The Girl of Gold", a Regal Production

(For advance use)

Malcolm McGregor is a native of
Newark, New Jersey. They produce

Old Mine—A Big Cave-In— Thrilling Scenes Ever Filmed

You haven't seen the equal of this one in years. An entralling drama of a girl who had too much money. Don't Miss It—You'll Be Sorry If You Do.

With Gorgeous
Clothes, Beautiful Cars,
all the money she could
spend, she was still the
most unhappy girl in the
world

FLORENCE VIDOR in *The GIRL of GOLD*

PRODUCED BY
Producers Distributing
CORPORATION

Then came the mine
cave-in and with it Love
and Happiness.

Here is a story that
will thrill you to your
very fingertips.

Don't Miss This Astounding Society Drama

Now Playing at the CAPITAL THEATRE

Four Column Ad Cut No. 6

A Director With A Golden Voice!

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Some years ago, this eldest of a now famous trio of brothers was a prominent actor on the Broadway stage. Then he entered the picture field, became a director and was

Trailers Build Business

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Their prices are as follows:

REGULAR TRAILERS

During the first four months of release, \$3.50. (Invoiced at \$5.00.)

At Last!

Something new for the movie goer. Charming, captivating Florence Vidor as a poor little rich girl whose money

man admires and all women envy. It is bobbed, or rather, shingled, but so cleverly is it waved and combed that in the society role to which she lends her vivid personality in "The Girl of Gold" there is an impression of a coiffure such as only an expert hair dresser could procure.

The opportunity given these three actresses to "play up" their varied types is rather unusual. Bathing, riding and dancing parties provide a scope for individuality in dress that has a strong appeal to both the masculine and feminine fans who are crowding to the Theatre where "The Girl of Gold" is playing.

"Girl of Gold" Terminates Run

"The Girl of Gold", starring Florence Vidor terminates a successful run at the Theatre to-night.

This is a sensational photoplay of society life with many unusual situations and spectacular scenes, one of which is a society ball staged on the sixteenth level of a gold mine.

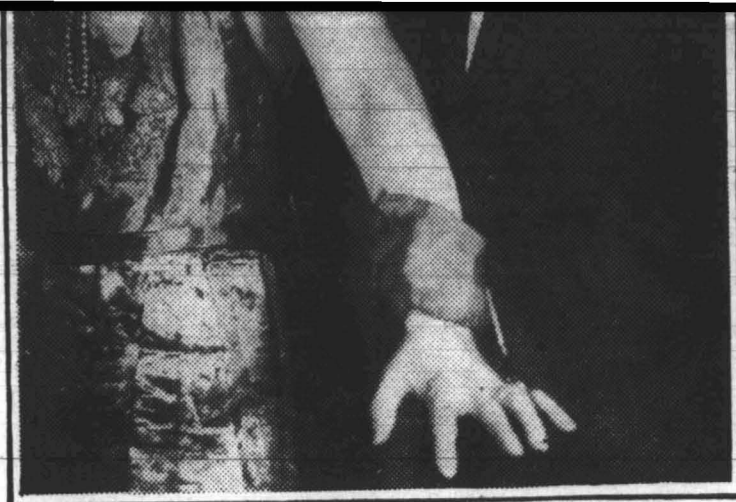
Malcolm McGregor has the leading masculine role opposite Miss Vidor. The supporting cast includes Alan Roscoe, Claire DuBrey, Bessie Eyton and Charles French.

"The Girl of Gold" is from a story by Cleveland Moffatt and Anna Chapin. John Ince directed. Kate Corbaley and Eve Unsell wrote the continuity.

Free-Ticket Stunt

It would be a good stunt to advertise that every girl with golden hair will be admitted free during the run of the picture.

You might work the well-known "subway stunt" on this and have someone ride in the subways during certain hours or walk on a certain street at a certain time and present a pair of tickets to every girl with golden hair.



Scene from "THE GIRL OF GOLD"
Released by PRODUCERS DISTRIBUTING CORP
One Col. Productin Cut No. 3

(An Advance Reader For Your Program—
To Whet Their Appetite for the Picture)

FLORENCE VIDOR in "THE GIRL OF GOLD"

A Sensational Story of Society

It was the most novel dance that society had ever attended—a ball given by "The Girl of Gold" on the sixteenth level of a gold mine! At last something new had been found to delight the jaded, pleasure-mad social set. Hilarity was at its height when suddenly—crash—a cave-in!

Screams, frantic fear, confusion, but finally safety for all except "The Girl of Gold" and the man she had lost faith in. They were cornered, pinned in. Escape seemed impossible.

And there, as the flickering flame of the candle died and Death stared them in the face, he told her, and The Girl of Gold believed!

See this great drama of a girl's struggle for true happiness—a striking conflict of human emotions!

Now Playing FLORENCE VIDOR in "The GIRL of GOLD"

The captivating romance of a girl who was cursed with too much money

with Malcolm
McGregor
Alan Roscoe



STRAND this week

One Column Ad Cut No. 1

INTERESTING SHORTS THAT EDITORS LIKE

(For Current Use)

Bessie Eyton, as Ada Tremaine in "The Girl of Gold", a Regal Production now playing at the Theatre, is an artist of no mean ability. One of the gowns she wears in this photoplay of Newport and New York society, is a simple tunic-like frock of soft grey satin with a hand-painted border in a delightful combination of blue, silver and yellow. The decoration is the work of Miss Eyton herself who has succeeded in blending colors which photograph perfectly.

John Ince, who adapted for the screen "The Girl of Gold" from the story by Cleveland Moffatt and Anna Chapin, is of the third generation of native Californians, and in her adaptation of this Regal Production she has embodied much California mining history. Some of the characters in the film which is now being shown at the Theatre, bear strong resemblance to some of the noted "forty-niners".

Charles French, who plays an important role in the Regal picture, "The Girl of Gold", now playing at the Theatre, is one of the pioneers of the film industry. He was a member of the first motion picture company formed in New York, and has "grown up" with the industry from the beginning.

Alan Roscoe, playing Ned Loring in "The Girl of Gold" at the Theatre this week, was once leading man for Theda Bara. He played opposite her in "Camille" in the role of Armand Duval, the part later played by Valentino with Nazimova. He has appeared in three Regal Productions in succession, "The Mirage", also starring Florence Vidor, "The Chorus Lady" with Margaret Livingston, and again with Miss Vidor in his present role.

(For advance use)

Malcolm McGregor is a native of Newark, New Jersey. They produce a lot of good things in Newark, but Malcolm is one of the best. If you don't believe it, come to the Theatre next where he will appear in "The Girl of Gold" opposite Florence Vidor.

Florence Vidor is known as an expert tennis player, but it was not until recently that it was learned she is an excellent horsewoman.

Miss Vidor rides a black steed in her latest picture, "The Girl of Gold", and she RIDES too. She takes several fences in a mad dash across country. "The Girl of Gold" comes to the Theatre on

Being paid for "smashing things" is the unusual experience of Tex Duffy, breakaway man for Regal Productions. His specialty is building sets for breakaway purposes, such as earthquakes, wrecks and smashups of all kinds. His latest is a mining disaster for Regal Productions' latest starring vehicle for Florence Vidor, "The Girl of Gold", which comes to the Theatre for a

The mine cave-in in this photoplay is nothing short of marvellous and not a soul was injured, owing to the careful planning of Tex.

Claire DuBrey, well known screen "vamp", who has a leading role in "The Girl of Gold", which comes to the Theatre for a

run next

and Alice Terry, screen star, started their motion picture careers together at Inceville, Cal. They were roommates for two years and are still fast friends. That's proof positive that both ladies have unusual dispositions.

all the money
speed, she wa
not unhappy
word



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A Director With
A Golden Voice

John Ince is one director who has no megaphone. He doesn't need John has a stentorian voice that is reminiscent of Sir Henry Irving.

Some years ago, this eldest of a now famous trio of brothers was prominent actor on the Broadway stage. Then he entered the picture field, became a director and signed by Regal Productions to direct Florence Vidor in "The Girl of Gold" the picture which comes to the Theatre for a

run next

Mr. Ince's vocal characteristics stand him in a good stead in the silent drama as they did in the old of the "legit". Then he drew from the eyes of his feminine admirers by its infectious. Now he it to draw tears from the eyes. Deep in tone and rich with feeling accents the tempo of the scene directing with speech and it never fails to get the result he wants.

Startling Scenes
In "Girl of Gold"

A society dance on the sixteenth level of a mine!

Such scenes are unusual, even pictures, and the "shots" of this picture for "The Girl of Gold", the Regal picture coming to the Theatre on

highly spectacular.

While miners in their grimy clothing and their hat lamps toil away in sunken chambers, men and women in evening clothing dance merrily to the strains of a jazz orchestra in joining parts of the mine.

In the midst of the hilarity the dance is suddenly brought to an end by a mine explosion. This scene is one of a series of highly exciting episodes in the play.

Florence Vidor is the star and supported by a sterling cast including Malcolm McGregor, Bessie Eyton, Charles French and many others. John Ince directed.

speed, she was still the most unhappy girl in the world



in "The GIRL of GOLD"

PRODUCERS DISTRIBUTING CORPORATION

Then came the mine cave-in and with it Love and Happiness.

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Don't Miss This Astounding Society Drama

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While miners, in their grimy clothing and their hat lamps toil away in dank chambers, men and women are evening clothing dance merrily to the strains of a jazz orchestra in adjoining parts of the mine.

In the midst of the hilarity the dance is suddenly brought to an end by a mine explosion. This great scene is one of a series of highly exciting episodes in the play.

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Four months after release date, \$1.50. (Invoiced at \$2.50, refund of \$1.00 if returned within two weeks.)

DE LUXE TRAILERS

On certain special productions National Screen Service has a De Luxe trailer consisting of 200 feet of beautiful art titles and scenes. This is in every respect a quality article worthy of the production it advertises.

To non-subscribers of National Screen Service, \$7.50 net. (Invoiced at \$12.50, refund of \$5.00 if returned within two weeks.)

To subscribers of National Screen Service, \$5.00 net.

You can secure a Complete Regular Trailer Service on all productions at nominal monthly service charge.

The following Producers Distributing Corporation exchanges have these trailers in stock:

ATLANTA
MINNEAPOLIS

DALLAS
OMAHA

DENVER
SEATTLE

Ask the booker at any of these exchanges, or order direct from National Screen Service, Inc.

126 WEST FORTY-SIXTH STREET, NEW YORK
845 SOUTH WABASH AVENUE, CHICAGO

You Can Get an Excellent Service Trailer On

"THE GIRL OF GOLD"

WIRE OR WRITE, GIVING EXACT PLAY DATES

Would You Believe Money Could
Make A Girl So Unhappy?

Florence Vidor As the Lovely
"GIRL OF GOLD"

Found life almost too much to bear. She'll make
your heart throb.

Now Playing at the RIALTO

At Last!

Something new for the movie goer. Charming, captivating Florence Vidor as a poor little rich girl whose money almost robbed her of the right to love and romance.



FLORENCE
VIDOR

in

"The GIRL
of GOLD"

PRODUCERS DISTRIBUTING CORPORATION

One Column Ad Cut No. 2

You've A Star With A Mon In A Story Keyed T



A Golden Opportunity to Make Money~

"The Girl of Gold" is a sure fire box-office attraction any way you look at it.

Florence Vidor is known as the "loveliest woman of the screen" and there aren't many stars with a following like hers or a name that means as much to you in dollars and cents at the box-office.

The fans thought she had broken all records for versatility when she followed a role like "Barbara Frietchie" with that of a Broadway show-girl in "The Mirage", but she went them one better and in this picture she is seen as the pampered daughter of a millionaire mine-owner—a role utterly different from anything she has ever done before.

And here's a novelty element that in itself will bring many people in—she's a blonde this time!

The picture is a fast-moving drama of the social whirl, laid in the haunts of the pleasure-mad elite of present-day New York Society. The gorgeous gowns and lavish settings will make an especially strong appeal to your women patrons.

"The Girl of Gold" is replete with highly dramatic situations and its thrills are NEW!

It's dollars to doughnuts your patrons never saw a dance staged down in gold mine! Well, here it is. And just as the revelling is at its height, CRASH! the mine caves in, trapping the frantic party miles beneath the earth's surface.

Miss Vidor's supporting cast is a wow! Names like these mean money—and lots of it. You remember Malcolm McGregor—the chap who did such fine work in "The House of Youth"? He has the leading male role. Alan Roscoe, who so capably handled the male leads in "The Chorus Lady" and "The Mirage" has the second male lead. Charles French, one of the most popular character actors on the screen, and Claire DuBrey and Bessie Eyton, both actresses of unusual charm and ability, complete the cast.

The title is a magnet when it comes to drawing power!

In a word, "The Girl of Gold" is a picture that will go over BIG and cram your coffers with gold pieces.

PROLOGUES

Dancing Number

"The Girl Of Gold" is a picture for which you will be able to think of several good prologues. You might stage a "G" of Gold" Revue—a dancing number with the chorus dressed in gold costumes and the premiere danseuse also in gold but in a costume different from the others. If you like, you might play up the money idea and have the girls wear costumes covered with "gold pieces".

Fashion Show

You know how a fashion show draws not only the women but the men, as well. You can stage a whale of a one for this picture. Get the co-operation of the local merchants, the big department stores, gown shops, women's wear shops, etc. which will be glad to furnish merchandise and "living models" to display gold evening dresses, opera cloaks, dancing slippers, hosiery, bandeaux, negligees, tea gowns and lingerie. You might call it "The Girl of Gold, from Morn to Midnight". Advertise it in the newspapers and you will have the town storming your doors.

Tie-Up with Dance-Halls

Get the leading dance-hall in

ers to deny it and your contest will be off to a running start.

INTERVIEWS — Plant interviews with probation officers, peace officers, clubwomen and prominent people who discuss the evils brought about by young people having too much money, and drawing a moral as to whether gold really purchases contentment, etc.

Street Ballyho

Imagine the curiosity and interest you'd arouse by having a pretty blonde, dressed in an elaborate gold street costume, carry a dainty gold parasol (opened of course) on which is written:

I AM
"THE GIRL OF GOLD"
SEE ME AT THE STRAND
ALL WEEK.

It's a bird of a ballyhoo and will bring amazing results!

Tie-Up with Restaurants and Cabarets

You can carry out the "Girl of Gold Revue" idea by getting a leading cabaret to stage the number. You should have no trouble in effecting this tie-up as any proprietor will see the great drawing-power of such a number and it will mean a wealth of publicity for you.

Window Tie-Ups

There's no end to the good window tie-ups you can make on a picture like "The Girl of Gold". The title alone suggests tie-ups with millinery shops on gold turbans, modistes and dress shops on gold evening frocks, novelty shops on gold bandeaux and corsage flowers, jewelry shops on gold bracelets, cigarette cases, etc. You should be able to form some good tie-ups in connection with the stills from the production on home furnishings, men and women's evening clothes, riding habits, toys, fountain pens and Spanish shawls. Get busy!

Beauty Contest

Here's a stunt that will put your house on the map and give it real publicity!

Announce a "Girl of Gold" Beauty Contest for golden blondes, to be held on the stage of your theatre in an effort to find the three most perfect blondes in the community. Give it wide advertising through the medium of newspapers, throwaways, etc. Offer three prizes—a twenty-five, a ten and a five dollar gold piece.

It's bound to go over and go over with a bang!

LOBBY DISPLAY

REVIEW

FLORENCE VIDOR DOES FINE WORK

"Girl of Gold" Corful Soc Drama, Gls Star Best Re

We registered pound astonment when Floren Vidor follow the demure "Barba Frietchie" the role of a typical Broadway s

a greater and more pleasant sur upon reviewing "The Girl of Gold" which was shown in the first time. Theatre night.

In this brilliant drama of New society, Miss Vidor reveals yet other phase of her always ple personality and in the role of pampered daughter of a millio mine owner who has lots of but no social prestige, she does of the finest work of her career. has completely changed her perso for this part and, in a blonde wig, a new and even more charming Vidor, retaining all her old swe and grace.

The picture itself is a tale of who has everything but the thin wants most—love.

There is a note of novelty in a ionable dance held down in a mine. Just when the hilarity is height, the mine caves in and the frantic party far beneath earth. All are saved but the her heroine and the scene in whic two await death together is o rare tenderness and appeal.

Miss Vidor is supported splendid cast including Malcoln Gregor, Alan Roscoe, Bessie Claire Du Brey and Charles Fre

There are some sumptuous se lavish gowns that will make an cially strong appeal to the fe fans.

It's really a great picture, co ing some highly dramatic situ new thrills and fine acting a heartily advise you to see it.

Throwaways

This is throwway mat that will pack your house. you can have the printed gold cards, it will add just much to their effectiveness.

"THE GIRL OF GOLD"

—A glittering drama of New York Society Life—starring Florence Vidor Thrills—Grandeur—Roman Don't Miss It! At the Capitol this week

SHE HAD RICHES BEAUTY CHARM—

Everything but Social Pres and Love—

See Florence Vidor, Loveliest Woman of the Screen in this dazzling drama of pleasure mad elite of pre day New York Society.

At the Capitol all week.

DID YOU EVER HEAR

A ball staged down in a mine?

One of the most unusual tings and greatest thrills.

A Money-Making Name Laid To The Public Taste

REVIEWS

FLORENCE VIDOR DOES THE WORK

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heroine and the scene in which the
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rare tenderness and appeal.

Miss Vidor is supported by a
splendid cast including Malcolm Mc-
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It's really a great picture, contain-
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new thrills and fine acting and we
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gold cards, it will be just that
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—A glittering drama of
New York Society Life—
starring Florence Vidor
Thrills—Grandeur—Romance
Don't Miss It!
At the Cameo this week.

SHE HAD RICHES BEAUTY CHARM—

Everything but Social Prestige
and Love—

See Florence Vidor, "The
Loveliest Woman of the Screen,"
in this dazzling drama of the
pleasure mad elite of present-
day New York Society.

At the Capitol all week.

DID YOU EVER HEAR OF

A ball staged down in a gold
mine?

One of the most unusual set-
tings and greatest thrills ever
screened in this vivid tale of the

"GIRL OF GOLD" IS ENJOYABLE FILM

Florence Vidor Scores In
Screen Version of
Successful Novel

"The Girl of Gold" which opened
at the Theatre last
night is a realistic and delightful tale
of the present-day New York Social

Set and their insatiable craving for
excitement and thrills.

It treats honestly the problem of
the daughter of a wealthy mine owner
who realizes that she is "loved" for
her money, and in this role Florence
Vidor is given a fine opportunity to
display her delicate artistry.

In an effort to startle and attract
the elite who refuse to accept her, the
"Girl of Gold" holds a dance down in
her gold mine, and this scene is un-
doubtedly one of the most unusual
ever screened. Director John Ince
deserves a great deal of praise for its
perfect execution. Just when the fever-
ish excitement of the merrymakers
has reached its pinnacle, fate swoops
down on them and the mine caves in
with a crash. The girl and the man
she loves are trapped and the scene
in which they face death in the dark
cavern of the mine and sound the
depth of their love is deftly and ad-
mirably handled by Miss Vidor and
Malcolm McGregor.

This is unquestionably Miss Vidor's
finest portrayal to date and her sup-
porting cast is a notable one includ-
ing, besides Malcolm McGregor, Alan
Roscoe, Bessie Eyton, Claire DuBrey
and Charles French.

The production is an exceedingly
lavish one and contains some ex-
quisite sets and gorgeous gowns.

If you fail to see it, you are missing
one of the most entertaining films of
the season.

STRIKING LINES FOR DISPLAY

The story of a great love, real-
ized on the brink of death

Mighty drama, a striking con-
flict of human emotions—and
some of the most spectacular
scenes ever filmed.

A sumptuous picturization of
the successful novel "THE
GIRL OF GOLD", interpreted
by a brilliant cast, including
Florence Vidor, Malcolm Mc-
Gregor, Alan Roscoe, Bessie
Eyton, Claire Du Brey and
Charles French.

Can money buy happiness?
See "The Girl of Gold" a sensa-
tional story of "the people who
have everything."

"The Screen's Sweetest Wo-
man", Florence Vidor, as "THE
GIRL OF GOLD", a role that
brings out all her appealing
charm.

A dance in a gold mine—hilar-
ity at its height—and then a
cave-in! But in that fateful hour
with grim death near, a man and
a woman found happiness.

Road To Stardom Was A Rough One

Florence Vidor, lovely star of "The
Girl of Gold", now playing at the
Theatre, was born in
Houston, Texas. She met King Vidor,
a young director, while he was visit-
ing the city in search of beauty for his
next picture.

They were married and came to
Los Angeles, determined to make a
success in the motion picture world.
Miss Vidor played wherever oppor-
tunity presented itself, slowly but
surely building up her reputation as a
screen star.

She has appeared in many pictures,
among them "Hail the Woman",
"Alice Adams", "The Marriage Cir-
cle", "Barbara Frietchie", "Christine
of the Hungry Heart," and "The
Mirage".



Scene from "THE GIRL OF GOLD"
Released by PRODUCERS DISTRIBUTING CORP.

One Col. Prod. Cut No. 2

The Answer Man Will Want These

Ted: So, you think Florence Vidor
was "delightfully different" as the
show girl in "The Mirage". Yes, it
did come as rather a surprise after
"Barbara Frietchie". But, you're in
for another surprise, Ted, as she has
changed her personality again—she
appears as a "blonde" in her latest
picture, "The Girl of Gold". (A
"golden" blonde, of course!) Her
middle name seems to be versatility.

Petite: Yes, Malcolm McGregor
played in "The House of Youth". No,
his eyes are very dark brown,
although they certainly do look like
black on the screen. He was born in
New York and is a Yale man. He
has the leading male role in Florence
Vidor's latest offering, "The Girl of
Gold", which I believe is coming to
the Theatre soon, so watch out for
it.

Mitzi: The chap you liked so well
in "The Chorus Lady" was Alan
Roscoe. He was on the legitimate
stage before entering the pictures.
He has black hair and brown eyes.
Virile is right!

Bob: Yes, that was Claire DuBrey
in "The Voice from the Minaret".
She had some stage experience in
stock companies before entering the
films. She has an important role in
"The Girl of Gold", Florence Vidor's
latest picture.

Pall Mall: I think you must mean
Bessie Eyton. She played in "A
Man of Honor" and answers your
description. No, she hails from
Santa Barbara. She has a part in
Florence Vidor's latest picture, "The
Girl of Gold".

Marguerite: You're right. Charles
French was on the stage for a long,
long time before he entered pictures.
We, too, thought him splendid in
"Grumpy". He is undoubtedly one
of the finest character actors in the
pictures. He has a "father" role in
Florence Vidor's latest starring ve-
hicle, "The Girl of Gold".

How Would You Like To
Meet A Girl Who Had
Too Much Money?

FLORENCE VIDOR
in
*The GIRL
of GOLD*

A sensational
story of the tragedy
of a rich girl's
life teeming with
thrills, money and
romance

Producers Distributing
CORPORATION

The picture is a fast-moving drama of the social whirl, laid in the haunts of the pleasure-mad elite of present-day New York Society. The gorgeous gowns and lavish settings will make an especially strong appeal to your women patrons.

"The Girl of Gold" is replete with highly dramatic situations and its thrills are NEW!

It's dollars to doughnuts your patrons never saw a dance staged down in gold mine! Well, here it is. And just as the revelling is at its height, CRASH! the mine caves in, trapping the frantic party miles beneath the earth's surface.

Miss Vidor's supporting cast is a wow! Names like these mean money—and lots of it. You remember Malcolm McGregor—the chap who did such fine work in "The House of Youth"? He has the leading male role. Alan Roscoe, who so capably handled the male leads in "The Chorus Lady" and "The Mirage" has the second male lead. Charles French, one of the most popular character actors on the screen, and Claire DuBrey and Bessie Eyton, both actresses of unusual charm and ability, complete the cast.

The title is a magnet when it comes to drawing power!

In a word, "The Girl of Gold" is a picture that will go over BIG and cram your coffers with gold pieces.

PROLOGUES

Dancing Number

"The Girl Of Gold" is a picture for which you will be able to think of several good prologues. You might stage a "G" of Gold" Revue—a dancing number with the chorus dressed in gold costumes and the premiere danseuse also in gold but in a costume different from the others. If you like, you might play up the money idea and have the girls wear costumes covered with "gold pieces".

Fashion Show

You know how a fashion show draws not only the women but the men, as well. You can stage a whale of a one for this picture. Get the co-operation of the local merchants, the big department stores, gown shops, women's wear shops, etc. which will be glad to furnish merchandise and "living models" to display gold evening dresses, opera cloaks, dancing slippers, hosiery, bandeaux, negligees, tea gowns and lingerie. You might call it "The Girl of Gold, from Morn to Midnight". Advertise it in the newspapers and you will have the town storming your doors.

Tie-Up with Dance-Halls

Get the leading dance-hall in your town to stage a "Girl of Gold Night". Have a committee of judges select the most beautiful blonde as "The Girl Of Gold" and let a gold-piece be the prize. Give every blonde competing a pair of tickets for your theatre.

If they prefer they might make it a fancy-dress affair and award prizes (gold-pieces, etc.) for the cleverest costumes.

News Paper Tie-Ups

PRIZE LETTER CONTEST—Offer prizes, through a newspaper for the best answer to the question: "Will gold buy happiness." This contest can be worked for a good thing by sending in a few "come on" letters saying that it can be purchased. That will get the read-

ers to deny it and your contest will be off to a running start.

INTERVIEWS—Plant interviews with probation officers, peace officers, clubwomen and prominent people who discuss the evils brought about by young people having too much money, and drawing a moral as to whether gold really purchases contentment, etc.

Street Ballyoo

Imagine the curiosity and interest you'd arouse by having a pretty blonde, dressed in an elaborate gold street costume, carry a dainty gold parasol (opened of course) on which is written:

I AM
"THE GIRL OF GOLD"
SEE ME AT THE STRAND
ALL WEEK.

It's a bird of a ballyhoo and will bring amazing results!

Tie-Up with Restaurants and Cabarets

You can carry out the "Girl of Gold Revue" idea by getting a leading cabaret to stage the number. You should have no trouble in effecting this tie-up as any proprietor will see the great drawing-power of such a number and it will mean a wealth of publicity for you.

Window Tie-Ups

There's no end to the good window tie-ups you can make on a picture like "The Girl of Gold". The title alone suggests tie-ups with millinery shops on gold turbans, modistes and dress shops on gold evening frocks, novelty shops on gold bandeaux and corsage flowers, jewelry shops on gold bracelets, cigarette cases, etc. You should be able to form some good tie-ups in connection with the stills from the production on home furnishings, men and women's evening clothes, riding habits, toys, fountain pens and Spanish shawls. Get busy!

Beauty Contest

Here's a stunt that will put your house on the map and give it real publicity!

Announce a "Girl of Gold" Beauty Contest for golden blondes, to be held on the stage of your theatre in an effort to find the three most perfect blondes in the community. Give it wide advertising through the medium of newspapers, throwaways, etc. Offer three prizes—a twenty-five, a ten and a five dollar gold piece.

It's bound to go over and go over with a bang!

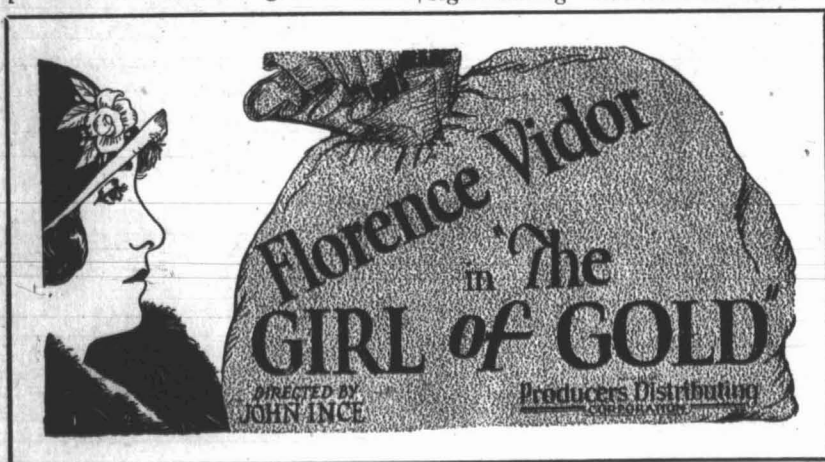
LOBBY DISPLAY

Here's a lobby display that will have the whole town talking.

Have a pretty, long-haired golden blonde, wearing a scant gold costume, pose on a gilded pedestal in the squatting attitude of an idol. Her body and face should be gilded and her hair piled fantastically on her



head. If you care to, you might cut out cardboard gold pieces and shower them around the base of the pedestal. Above her head place a sign reading "The Girl of Gold."



Two Column Ad Cut No. 3

SHOW MEN!

Here's a golden opportunity to rake in gigantic returns served up to you on a silver platter.

After you've booked it get behind it and bill it. Use this press sheet and and you'll get results.

panpered daughter of a mine owner who in lots of m but no social prestige she does of the finest work of her career. has completely changed her person for this part and, in a blonde wig, a new and even more charming Vidor, retaining all her old sweet and grace.

The picture itself is a tale of a who has everything but the thing wants most—love.

There is a note of novelty in a lionable dance held down in a mine. Just when the hilarity is height, the mine caves in and the frantic party far beneath earth. All are saved but the heroine and the scene in which two await death together is of rare tenderness and appeal.

Miss Vidor is supported splendid cast including Malcolm Gregor, Alan Roscoe, Bessie Eyton, Claire Du Brey and Charles French.

There are some sumptuous se lavish gowns that will make an cially strong appeal to the fans.

It's really a great picture, co ing some highly dramatic situ new thrills and fine acting a heartily advise you to see it.

Throwaways

This is throwaway ma that will pack your house you can have the printed gold cards, it will add just much to their effectiveness.

"THE GIRL OF GOLD"

—A glittering drama

New York Society Life

starring Florence Vidor

Thrills—Grandeur—Roma

Don't Miss It!

At the Cameo this week

SHE HAD RICHES
BEAUTY

CHARM—

Everything but Social Pre and Love—

See Florence Vidor, Loveliest Woman of the Sc in this dazzling drama of pleasure mad elite of pr day New York Society.

At the Capitol all week.

DID YOU EVER HEAR

A ball staged down in mine?

One of the most unusu tings and greatest thrills screened in this vivid tale Social Whirl—

FLORENCE VIDOR

in

"THE GIRL OF GOLD"

At the Strand Now

AN ANNOUNCEMENT INCREASE

Dear Sir: (or Madam)

It gives us great plea Florence Vidor's latest run at the Thea

This photoplay, an Moffatt and Anna Cha ety life with unusual Added to the splendor geous gowns and luxu thrilling episode of a b gold mine.

While the hilarity is is only one of the mar a great struggle for hap

In this picture Floren sonality—even to the which has endeared her

Malcolm McGregor, masculine role opposite

If you like a good s directed, "The Girl of to miss.

mine owner who has lots of money but no social prestige, she does some of the finest work of her career. She has completely changed her personality for this part and, in a blonde wig, she is a new and even more charming Miss Vidor, retaining all her old sweetness and grace.

The picture itself is a tale of a girl who has everything but the thing she wants most—love. There is a note of novelty in a fashionable dance held down in a gold mine. Just when the hilarity is at its height, the mine caves in and traps the frantic party at beneath the earth. All are saved but the hero and heroine and the scene in which the two await death together is one of rare tenderness and appeal.

Miss Vidor is supported by a splendid cast including Malcolm McGregor, Alan Roscoe, Bessie Eyton, Claire Du Brey and Charles French.

There are some sumptuous sets and lavish gowns that will make an especially strong appeal to the feminine fans.

It's really a great picture, containing some highly dramatic situations, new thrills and fine acting and we heartily advise you to see it.

Throwaways

This is throwaway material that will pack your house. If you can have the printed on gold cards, it will add just that much to their effectiveness.

"THE GIRL OF GOLD"

—A glittering drama of New York Society Life—starring Florence Vidor
Thrills—Grandeur—Romance
Don't Miss It!
At the Cameo this week.

**SHE HAD RICHES
BEAUTY
CHARM—**

Everything but Social Prestige and Love—
See Florence Vidor, "The Loveliest Woman of the Screen," in this dazzling drama of the pleasure mad elite of present-day New York Society.
At the Capitol all week.

**DID YOU EVER HEAR OF
A ball staged down in a gold mine?**

One of the most unusual settings and greatest thrills ever screened in this vivid tale of the Social Whirl—
FLORENCE VIDOR
in
"THE GIRL OF GOLD"
At the Strand Now.

"Girl of Gold" holds a dance down in her gold mine, and this scene is undoubtedly one of the most unusual ever screened. Director John Ince deserves a great deal of praise for its perfect execution. Just when the feverish excitement of the merrymakers has reached its pinnacle, fate swoops down on them and the mine caves in with a crash. The girl and the man she loves are trapped and the scene in which they face death in the dark cavern of the mine and sound the depth of their love is deftly and admirably handled by Miss Vidor and Malcolm McGregor.

This is unquestionably Miss Vidor's finest portrayal to date and her supporting cast is a notable one including, besides Malcolm McGregor, Alan Roscoe, Bessie Eyton, Claire DuBrey and Charles French.

The production is an exceedingly lavish one and contains some exquisite sets and gorgeous gowns.

If you fail to see it, you are missing one of the most entertaining films of the season.

**STRIKING LINES
FOR DISPLAY**

The story of a great love, realized on the brink of death
* * *

Mighty drama, a striking conflict of human emotions—and some of the most spectacular scenes ever filmed.
* * *

A sumptuous picturization of the successful novel "THE GIRL OF GOLD", interpreted by a brilliant cast, including Florence Vidor, Malcolm McGregor, Alan Roscoe, Bessie Eyton, Claire Du Brey and Charles French.
* * *

Can money buy happiness? See "The Girl of Gold" a sensational story of "the people who have everything."
* * *

"The Screen's Sweetest Woman", Florence Vidor, as "THE GIRL OF GOLD", a role that brings out all her appealing charm.
* * *

A dance in a gold mine—hilarity at its height—and then a cave-in! But in that fateful hour with grim death near, a man and a woman found happiness.
* * *

A great society drama, lavishly staged and splendidly acted.
* * *

A strange and stirring story of a woman's quest for love.

**AN ANNOUNCEMENT BY LETTER
INCREASES THE TICKET-SALE**

Dear Sir: (or Madam)

It gives us great pleasure to announce that we have secured Florence Vidor's latest picture "The Girl of Gold" for a..... run at the Theatre beginning

This photoplay, an adaptation of the story by Cleveland Moffatt and Anna Chapin, is a sensational narrative of society life with unusual situations and spectacular scenes. Added to the splendor of society functions with their gorgeous gowns and luxurious surroundings is the novel and thrilling episode of a ball staged on the sixteenth level of a gold mine.

While the hilarity is at its height the mine caves in. This is only one of the many thrills which set off the drama of a great struggle for happiness.

In this picture Florence Vidor completely changes her personality—even to the color of her hair—but the sweetness which has endeared her to all fans is still there.

Malcolm McGregor, well-known leading man, has the masculine role opposite Miss Vidor.

If you like a good society film splendidly acted and well-directed, "The Girl of Gold" is a picture you will not want to miss.

CORDIALLY,
MANAGER.



Scene from "THE GIRL OF GOLD"
Released by PRODUCERS DISTRIBUTING CORP.

One Col. Prod. Cut No. 2

Bob: Yes, that was Claire DuBrey in "The Voice from the Minaret". She had some stage experience in stock companies before entering the films. She has an important role in "The Girl of Gold", Florence Vidor's latest picture.

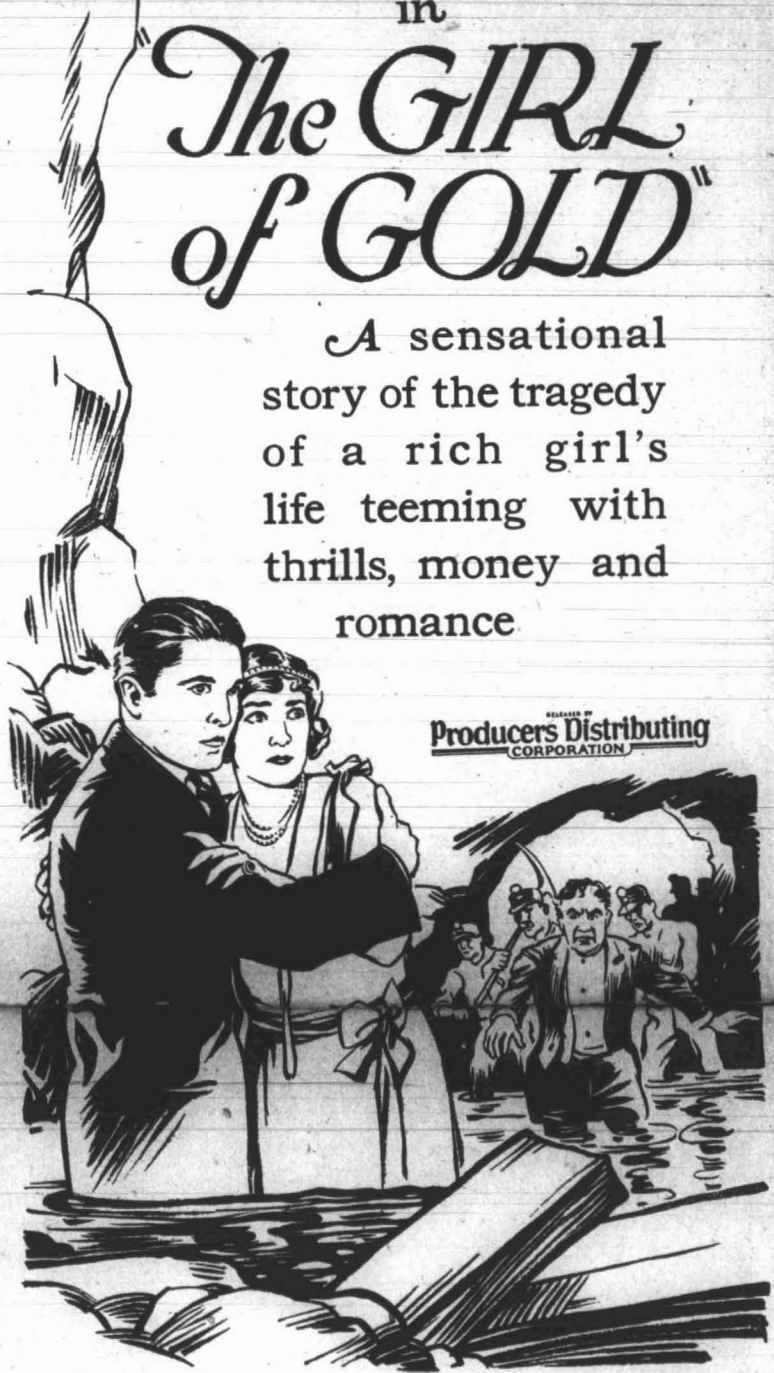
Pall Mall: I think you must mean Bessie Eyton. She played in "A Man of Honor" and answers your description. No, she hails from Santa Barbara. She has a part in Florence Vidor's latest picture, "The Girl of Gold".

Marguerite: You're right. Charles French was on the stage for a long, long time before he entered pictures. We, too, thought him splendid in "Grumpy". He is undoubtedly one of the finest character actors in the pictures. He has a "father" role in Florence Vidor's latest starring vehicle, "The Girl of Gold".

**How Would You Like To
Meet A Girl Who Had
Too Much Money?**

FLORENCE VIDOR
in
*The GIRL
of GOLD*

A sensational story of the tragedy of a rich girl's life teeming with thrills, money and romance



**It's A Picture Even The
Children Will Enjoy.**

Take The Whole Family

TO THE RIALTO NEXT WEEK

Two Column Ad Cut No. 4

WITH POSTERS AND DISC YOU CAN'T KEEP 'EM



Six Sheet Poster

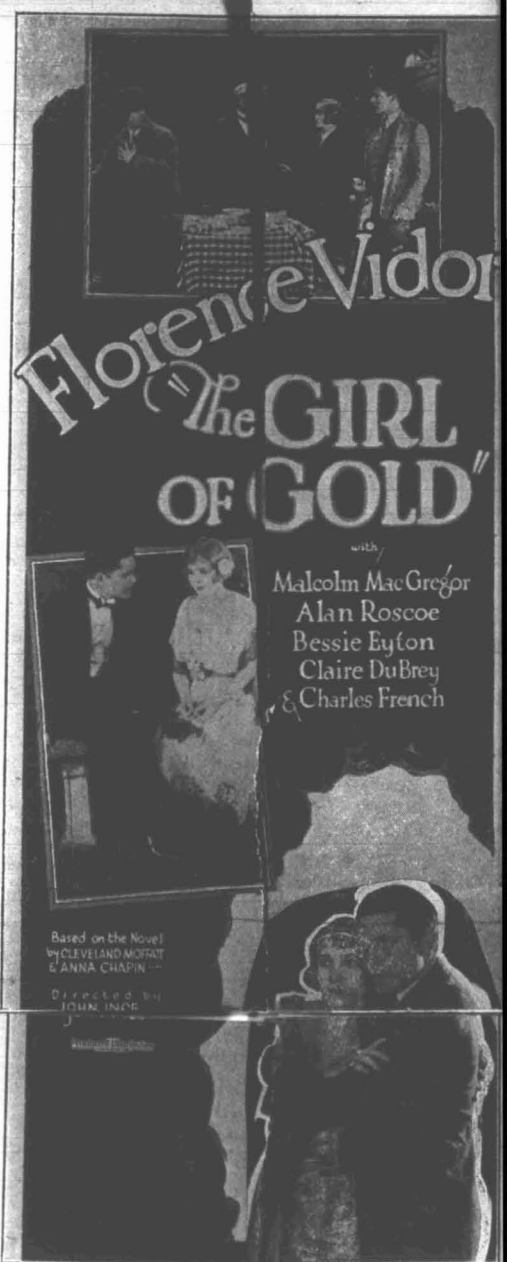
A Colored Insert Card With A Dozen Uses

Here is an inexpensive and effective Poster that will stand you in good stead on all sorts of occasions. Just the friend you need for special uses.

Your screen is your most practical ad medium. Just before the showing use this colored announcement slide.



Your chance to make every store window your own display window. They'll line up with you when they see this colored window card.



Let Your Paper Do The Talking. Everyone Under



ND DISPLAYS LIKE THESE EP 'EM FROM PILING IN!

ed Insert Card th A Dozen Uses

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tive Poster that will stand
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THE BEST "BARKER" YOU CAN GET
THIS 11 x 14 LOBBY DISPLAY WILL BRING THEM IN

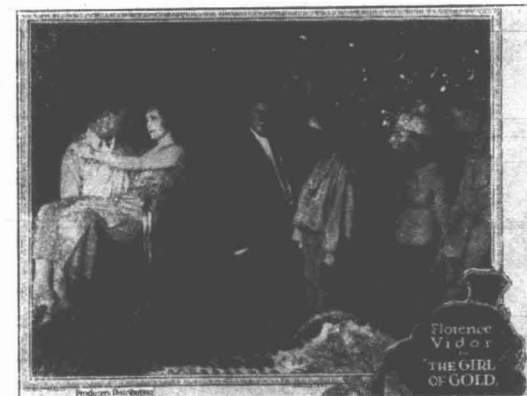
king. Everyone Understands The Poster Language!



ND DISPLAYS LIKE THESE EP 'EM FROM PILING IN!

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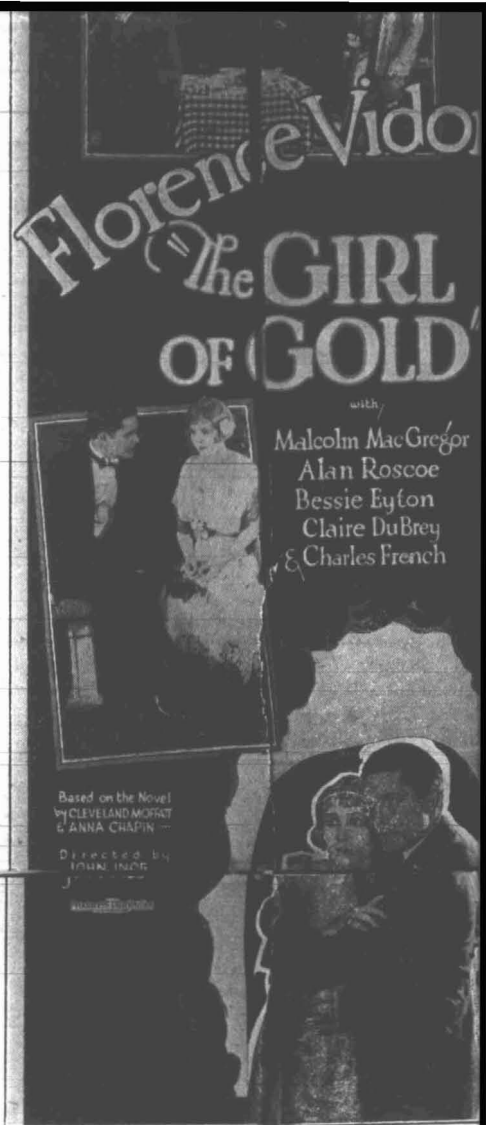
THE BEST "BARKER" YOU CAN GET
THIS 11 x 14 LOBBY DISPLAY WILL BRING THEM IN

king. Everyone Understands The Poster Language!



Your screen is your most practical ad medium. Just before the showing use this colored announcement slide.

Your chance to make every store window your own display window. They'll line up with you when they see this colored window card.



One Sheet Poster 1A



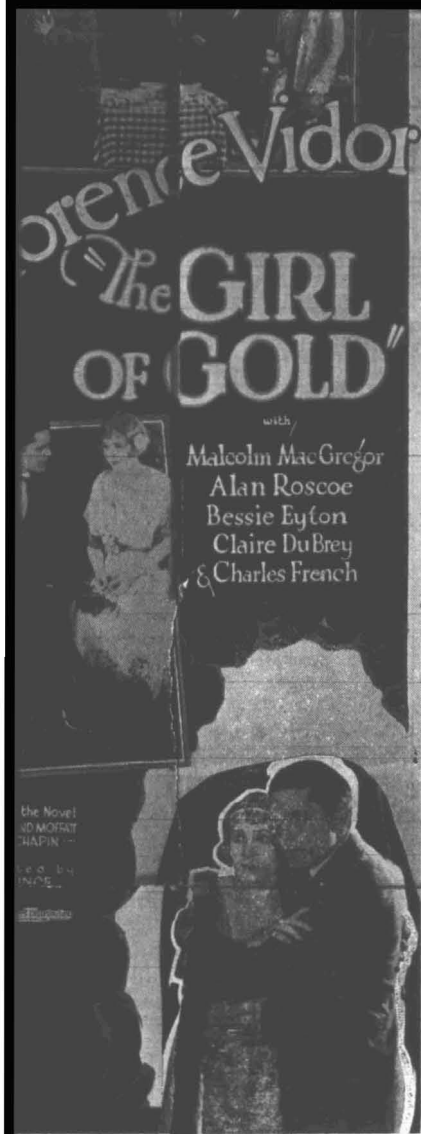
Colored Lobby Card (22" x 28")



Three Sheet Poster 3A



Twenty-four Sheet Poster

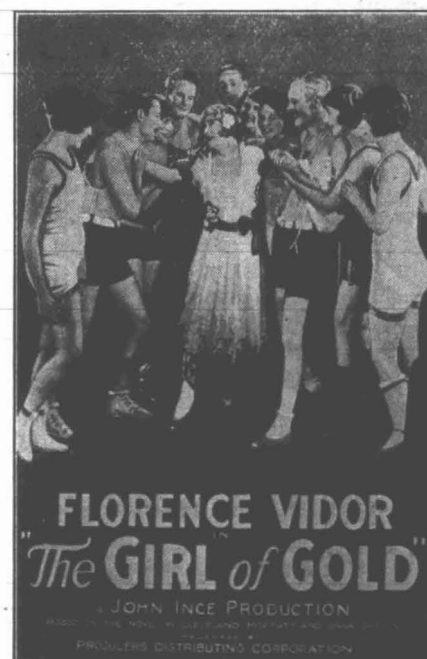


THE BEST "BARKER" YOU CAN GET
THIS 11 x 14 LOBBY DISPLAY WILL BRING THEM IN

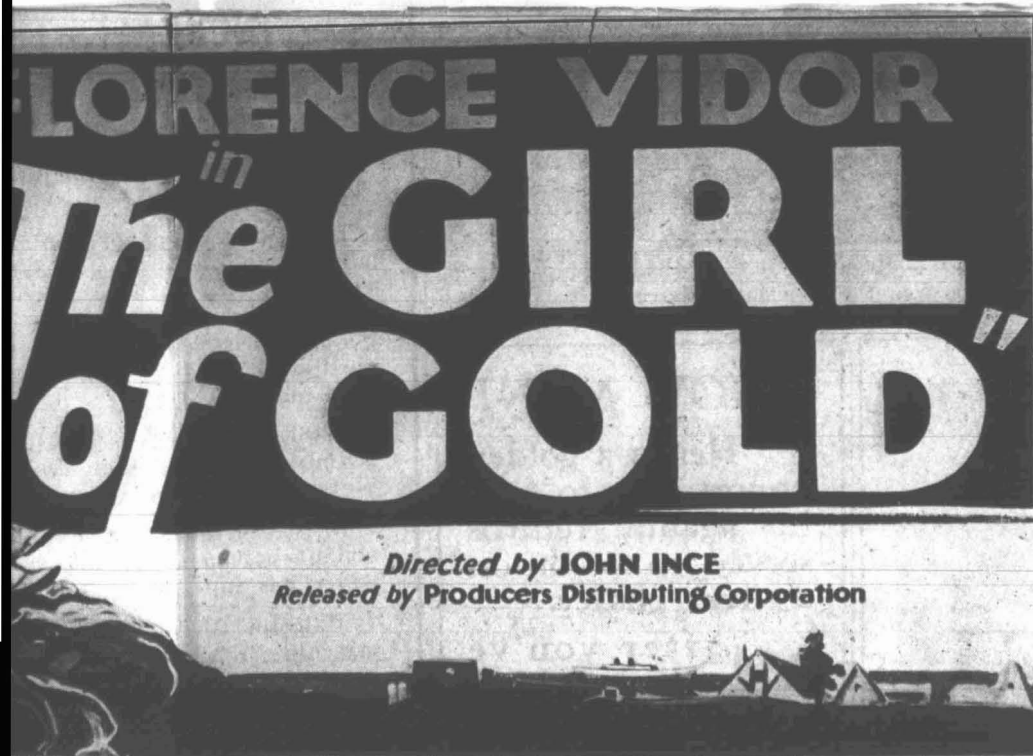
g. Everyone Understands The Poster Language!



Colored Lobby Card (22" x 28")



One Sheet Poster 1B



Twenty-four Sheet Poster



Three Sheet Poster 3B

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